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03231514 **MAKEUP COMPOSITION AND PRODUCTION THEREOF**

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#### **ABSTRACT**

**PURPOSE:** To obtain a makeup composition, excellent in dispersibility and good in feeling of use and further transparency and capable of giving more aesthetic makeup without causing precipitation or flocculation, discoloration and deterioration by blending a cosmetic base with ultrafine particulate magnetite having a uniform particle diameter.

**CONSTITUTION:** A makeup composition obtained by blending 100 pts.wt. cosmetic base with 0.01-40 pts.wt. ultrafine particulate magnetite containing  $\geq 92.5$ wt.% ultrafine particles having a particle diameter within the range of 50-350 angstroms as a transparent iron oxide-based pigment. The above-mentioned ultrafine particulate magnetite is prepared by adding a basic solution to an aqueous solution containing a soluble ferrous salt and a soluble ferric salt, forming a sol of a positive transparent hydrated iron oxide having  $\leq 300$  angstroms average particle diameter within an acidic region, aging and stabilizing the sol at  $\geq$  ambient temperature, then adding a surfactant, flocculating the sol, subsequently adding an organic dispersion, passing the afore-mentioned sol into an organic layer, separating the organic layer, adding water thereto, adding a basic aqueous solution thereto while heating and stirring the mixture at  $\geq 50$  deg.C and regulating the pH to  $\geq 9$ .